

Subject: Re: App Store & Competition Staffing Proposal
From: Philip Schiller [REDACTED]
Received(Date): Wed, 01 Jul 2020 14:56:03 -0700
Cc: Kristin Huguet Quayle [REDACTED], Carmina Calderon
[REDACTED]
To: Fred Sainz [REDACTED]
Date: Wed, 01 Jul 2020 14:56:03 -0700

Fred,

Thanks, I do think we need to structure App Store PR to better help us for the year ahead.

Here are my thoughts on what you sent.

[REDACTED]

[REDACTED]

[REDACTED]

Phil

> On Jul 1, 2020, at 2:29 PM, Fred Sainz [REDACTED] wrote:
>
> Phil,
>
> As we think through FY21 planning, we wanted to run some potential staffing additions for App Store and competition PR by you before submitting them formally. In order to make sure that we were aligned with the App Store's business strategy for next fiscal year, we met with Matt and his leadership team as well as Tracey Hannelly to understand the needs in the geos.
>

> We'd love to get your feedback on the structure and roles necessary relative to the larger App Store plan.

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> Here's a high level summary of our proposal:

>

[REDACTED]

>

> Look forward to your feedback.

>

> Fred

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> <App Store PR Org Chart.pdf>

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